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News



Dr. Ursula Franklin

Fall lecture series focuses on education, mental health and race relations

Educator Ursula Franklin says she's concerned about the animosity that exists today toward education and educators.

"It's puzzling why there is so much bashing of teachers and putting down of education as a process. What is more necessary than knowledge, understanding and information to help people cope with the changing world?" she told a George Brown audience recently.

Dr. Franklin, a distinguished fellow at Massey College of the University of Toronto who taught in the Faculty of Engineering for several decades, addressed a group of about 65 staff and students as part of the college's fall lecture series. Her topic was *Education in 1997: An Activity Under Siege*.

Also included in the series was a production of *Vincent*, a play about mental health, followed by a panel discussion, and a lecture by journalist Cecil Foster on Nov. 5, one of Canada's most respected writers on race relations, entitled *Are We There Yet?: The Views of a Minority Writer*.

In her lecture, Dr. Franklin made a distinction between "obvious learning" and "non-obvious learning" which she said is the social and "by-the-way" learning that happens in organized education. Because it is less obvious and more difficult to pin down, it is often taken for granted, she said.

"I think it is time to do a careful inventory of the non-obvious learning that organized educational activities provide that non-organized ones do not. In the current climate, where it seems that those who teach need to constantly justify their activities, it is really very important that we help each other to be as clear about the non-obvious learning as we are about the obvious learning," she said.

Al Budzin, lecture series organizer, said that the audience had really enjoyed Dr. Franklin's talk.

GBC Foundation appoints 10 new directors

Ron Meade, founder and former CEO of Altamira Management Ltd., is the new chair of the George Brown College Foundation Board of Directors. As one of 10 new board members, Meade will spearhead a major expansion of the Foundation's role in fundraising for the college.

"I accepted this challenging position because of what I call the 'George Brown difference,'" says Meade. "This difference is demonstrated in the many ways George Brown graduates are daily contributing to the city of Toronto, to Ontario, to Canada, and far beyond. I feel strongly that this difference deserves the widest possible personal, community and corporate support."

Along with Meade, the new board members are Esther Farlinger, Andrew Faas, Fred Fernandes, Diane Francis, Andrew Kent, Rod Macgillivray, Wayne Martin, John Pye and David Singh. They join returning board members John Arena, Preston Sewell, Marvin Gerstein and college president Frank Sorochinsky.

The board is now in the process of soliciting and assessing potential projects in the college for the Foundation to focus on. Already, the Foundation is raising funds that will be matched by the government for students needing assistance. It is also

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President's Column

Faculty, support staff and administrators across our college work hard, often with passion and creativity, to ensure that our students and our community are well served.

While all colleges might say the same thing, I believe there are a number of values, qualities,

programs and services which are unique to George Brown. Some are well known outside the College, yet many are not. Increasing

this external awareness and support for George Brown is an integral part of the College's strategic direction.

Having our story told and understood in a focused way can bring us many benefits:

- prospective students, faculty and staff are attracted to a visible college with a positive reputation;
- current students, faculty and staff feel good about their association with a known and highly regarded college;
- employers put a premium on hiring graduates from colleges with recognized and respected programs;
- community supporters, financial and otherwise, are attracted to a "successful" institution with a future;
- public funders look favourably on a college with strong public appeal.

To assist us in effectively telling our story so that our various audiences and constituents better understand the value of all that we do, the College has chosen to work with Manifest Communications, a marketing agency committed to social marketing in the not-for-profit and public sectors. Manifest has worked with us in the past, but my first introduction to their work was by reference of a faculty member who was impressed with their work for a community organization for which he was a volunteer.

Our work with Manifest over the next couple of months will include internal and external research regarding perceptions, attitudes, opinions, wants and needs of our various constituents. We will also be assessing the role, quality and effectiveness of current marketing and communications initiatives and the establishment of goals and objectives for future strategies.

We look forward to this initiative and will keep you posted on further developments.

- FRANK SOROCHINSKY

Advertising helps keep college clean

A contract with New Ad Media to place advertisement posters in selected areas of George Brown is helping to keep the college's washrooms clean.

In addition to posters placed in washrooms, this year the company has also installed seven large, backlit posters in the college – three in stairwells and one in the cafeteria at the St. James campus, and two in the cafeteria and one in a stairwell at the Casa Loma campus.

Bashar Amer, director of Physical Resources, says the \$48,000 revenue the college receives for the advertisements is spent entirely on cleaning and upgrading washroom facilities.

"Our washrooms require more cleaning than any other part of the college. We're desperate for additional resources to clean them," says Amer.

As a condition of its contract with the college, New Ad Media also provides two scholarships of \$2,000 each for students.

GBC staff sign up for Dell computers

Melisa Okorie was one of the first staff at George Brown to purchase a Dell computer under the new employee purchase plan. Although she was away the day the notice came out, she put her order in the very next day.

"My husband and I have been in the market for a computer for a very long time and this seemed like a pretty good deal," says Okorie, a clerk in the Registrar's office.

Okorie, who chose the top of the line desktop model, said she was impressed with Dell's reputation for quality products. "A friend of ours who fixes computers says he's never seen inside a Dell. That sounded pretty good to me."

Many college staff have already ordered computers through the employee purchase plan. Director of Student and Management Information Systems George Burton says it's an opportunity to purchase a high-quality computer at a competitive price.

"We chose Dell computers because of industry ratings of reliability and durability – Dell is always in the top three for desktops and notebooks. And they offer that product at a very competitive price," says Burton.

The plan features four Dell OptiPlex computers – two desktops and two notebooks – that staff can pay for over time,

interest-free. All the models are covered by the Dell warranty, which is for three years on parts and labour, serviced the next business day at the employee's home. George Brown staff can also use the Dell helpline, available 24 hours a day, seven days a week.

Controller Ric Ho says the interest-free loan and the Dell warranty are equivalent to as much as an \$800 savings, based on the maximum purchase allowed at 8.5 percent interest over two years.

The computer purchase plan is part of a broad-based alliance between George Brown and Dell Canada. Staff who purchase one of the four models available on the plan will be completely compatible with the Dell computers used in classrooms, offices, labs and open access centres in the college.

Burton said the plan will be updated four times a year in terms of prices and technology.

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"Some faculty said it was just what they needed at this time and that they felt affirmed in their vision and value as teachers."

Budzin, chair of Interdisciplinary Studies who has been seconded for special projects, said the free lecture series was created to give the college community exposure to a variety of issues and ideas.

A winter series will include Michael Adams, author of *Sex in the Snow*, on Jan. 27, arguing that demography is not destiny; broadcaster-author-journalist Irshad Manji, a former part-time teacher at George Brown, speaking on *Educating for Radical Democracy* in March; and Ben Wicks and co-author Annie Demirjian talking about harassment on April 8.

George Brown People

The Human Resources Department has told us of the following staff changes:

Retiring from the college are: *Sylvia Harrison* of the Call Centre and *Muriel O'Connor* of Academic Bridging.

Leaving the college are: *Dave DiGiovanni*, *Jennifer Hanger*, *Jill Holroyd*, *Ralph Lai* and *Margaret Lavery*.

Way to Go! – George Brown Success Stories

GBC students help build Habitat for Humanity home

About 10 students from George Brown's Building Renovations program were on the building crew of a *Habitat for Humanity* home in Mississauga recently. The second year students worked for about a week on the site, practising the skills they had learned and fixing the mistakes of other less-skilled volunteers. "It was a great learning experience for them," says *Tom Stephenson*, coordinator of Construction Trades. "Some of them said they were shocked to find out how much they have learned."

Homebuilder group sends youth to GBC

The Greater Toronto Homebuilders' Association has chosen Touchstone Youth Centre as its charitable organization. As part of its commitment, the Homebuilders' Association will provide tuition fees for one of the centre's youth to attend GBC for a year, preferably in a Building Technology program. Construction Trades coordinator *Tom Stephenson* will act as counsel and contact for the youth at the school, while a Homebuilders' Association contractor will act as outside counsellor. George Brown also lent a hand with building and renovations which the Homebuilders' Association did at the centre recently. Stephenson, professor

Gary Smith and two students volunteered their time and expertise to build a deck for the centre.

GBC staff come through on survey

About half of George Brown's full-time staff completed and mailed the staff survey circulated in October. Human Resources vice-president *Sally Roy* says about 425 responses were received by the survey company – considered to be a good response rate.

"We're delighted with the participation rate and we thank the staff for taking the time to offer the feedback."

Responses to the survey are still being compiled.

GBC travels to Bosnia

George Brown is gaining a strong international presence, thanks in part to the work of staff and students in the Community Services faculty.

Dean *Michael Cooke* was in Bosnia last month, setting the wheels in motion for a project through Canadian Feed the Children. A faculty team will travel to Bosnia two or three times over the next year to train new non-government organizations in government relations and advocacy, networking, constituency-building, organizational development, fundraising and building a good board of directors. Their first trip will be in December.

"The non-governmental sector in Bosnia is very young," says Cooke. "It's a post-Communist regime with no tradition of non-governmental voluntary organizations. Currently, there are about 120 non-

governmental organizations; none older than 12 to 18 months."

For Cooke, visiting Bosnia was a moving experience. "It is a country that puts you face-to-face with the juxtaposition of despair and hope. You are forced to look at the ravages of war, human, physical and psychological, and to see how a people comes to terms with that and carries on with their lives." He added that although Bosnia has a beautiful countryside, no one can walk in the countryside because of some two million landmines planted there.

Cooke says the work they will do is vital to the growth of the country. "The first step in a civil society is a strong voluntary sector. It's essential for the building of a democratic civil society. This project is a small contribution to a society that is very thirsty for this kind of work."

...and to Cuba

Community Services professor *Robin Buyers* and a group of 15 first- and second-year Community Worker students went to Cuba as brigadistas for three weeks this summer, where they pruned orange and tangerine trees while staying in a work camp.

Buyers calls the experience organizational development within an international solidarity context.

"The students put in over 100 hours before we even went to Cuba," says Buyers. "It demanded a lot of initiative on their part because they created a solidarity organization – Destination Cuba – from the ground up. They did their own fundraising, committee work and public awareness activities. They liaised with other Canada-Cuba organizations and took Spanish classes."

Funds were raised entirely by the students, working in partnership with Canada World Youth. Other partners were Amigos de Cuba, a Canadian solidarity organization, and the Cuban Institute of Friendship with the Peoples.

Buyers said the placement has been approved for another year.

"It's ideal for our students for a number of reasons: it offers the highest degree of contrast to Canadian lifestyle for the shortest distance travelled and the least amount of money. What you get is a totally different language, political system, economic system and culture – completely different food, dance, music, everything – but it's in the same time zone and only four hours away."

Michael Cooke with Bosnian partners from La Benevolencija near the town of Jajce.



New Foundation Directors

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involved in a capital campaign for renovations in the Allied Health department.

The Foundation's expanded fundraising profile is the result of ongoing financial challenges facing colleges today. Henry Botchford, the Foundation's chief executive officer, was hired in June to manage the expansion and was instrumental in putting together the new board of directors.

"This is one of the most credible boards you can imagine," says Botchford. "It's an entrepreneurial group of very powerful and enthusiastic people who have a lot of access in the community to help us."

The new board members bring a wealth of experience and expertise to the Foundation. Farlinger, vice-chair of the board, is a well-known fundraiser and interior designer. She is the president and CEO of Justice and Designs Associates Ltd. Faas, past chair of the college Board of Governors, is the senior vice-president of human resources at George Weston Ltd. He is chair of the college program development committee which will identify major programs the Foundation will raise money for. Fernandes is a senior vice-president of the Regal Group which manages 170 hotel properties world-wide and is based at Toronto's Regal Constellation Hotel. Francis is the editor of the Financial Post, a well-known broadcaster and author of a

number of best-selling books. Kent is a partner of the law firm McMillan Binch and practises corporate business law with a focus on corporate finance and corporate restructuring. Macgillivray is vice-president and director of corporate and government investment banking with Nesbitt Burns. Martin is vice-president of information systems at Newcourt Credit Group. Pye is the Ontario and Manitoba regional vice-president of CP Hotels and general manager of the Royal York Hotel. Singh, a George Brown graduate and former member of the Board of Governors, is the president and founder of Fortune Financial Management. Singh is chair of the alumni development committee.

CALENDAR

Nov. 5 *Are We There Yet?: The Views of a Minority Writer*, lecture by journalist and author Cecil Foster, 3 p.m. Hospitality and Tourism Centre auditorium. Free.



Nov. 7 Career resource day, 10 a.m. to 2 p.m. Main lobby, St. James.

Nov. 10 Nursing health promotion exhibit, 8 a.m. to noon. Main lobby, St. James.

Nov. 10 *Avenues to Renewal: Using Positive Humour*, 9 a.m. to noon. Room C254, Casa Loma. Call ext. 4661 to register.

Nov. 10 *Microsoft Word for Windows Introduction*, 9 to 11 a.m. Course continues Nov. 17 and 24. Bell Lab, Casa Loma. Call ext. 4661 to register.

Nov. 10 *Microsoft Powerpoint*, 1 to 3 p.m. Course continues Nov. 17 and 24. Bell Lab, Casa Loma. Call ext. 4661 to register.

Nov. 11 *Surfing the Net Without Drowning*, 9 a.m. to noon. Bell Lab, Casa Loma. Call ext. 4661 to register.

READERS
Interested in joining/helping form a George Brown casual, fun book club to talk about books, authors, culture, trends, etc. at monthly lunch meetings? Call Al Budzin at (416) 415-2543.

Nov. 12 *Using Creative Thinking Everyday*, 1 to 4 p.m. Room C234, Casa Loma. Call ext. 4661 to register.

Nov. 14 *Microsoft Excel Introduction*, 9 to 11 a.m. Course continues Nov. 21 and 28. Bell Lab, Casa Loma. Call ext. 4661 to register.

Nov. 14 *Videoconference: Evaluating Teaching Performance*, 1 to 3 p.m. Bell Centre Teleconference Lab, Casa Loma. Call ext. 4661 to register.

Nov. 18 *Surfing the Net Without Drowning*, 9 a.m. to noon. Bell Lab, Casa Loma. Call ext. 4661 to register.

Nov. 20 *Dealing With Difficult People, Part I*, 1 to 4 p.m. Part II to be held Nov. 27. Room C234, Casa Loma. Call ext. 4661 if you plan to attend.

Nov. 26 *Introduction to Mind Mapping*, 9 a.m. to noon. Room C234, Casa Loma. Call ext. 4661 to register.

Nov. 26 Board of Governors Academic and Student Affairs committee meeting, 5:30 p.m. Call ext. 4472 if you plan to attend.

Nov. 27 Administrative Assistants' Sharing Day, networking for administrative assistants of the central region community colleges and associated organizations, 9:30 a.m. to 3 p.m., the Michener Institute, 222 St. Patrick St. Call ext. 4661 for more information or to register.

Nov. 27 Nursing open house, 6 to 8 p.m. Main lobby, St. James.

Dec. 1 *Microsoft Word for Windows Intermediate*, 9 to 11 a.m. Course continues Dec. 8 and 15. Bell Lab, Casa Loma. Call ext. 4661 to register.

Dec. 1 *Microsoft Excel Intermediate*, 1 to 3 p.m. Course continues Dec. 8 and 15. Bell Lab, Casa Loma. Call ext. 4661 to register.

Dec. 3 *Windows 3.1 Introduction*, 9 a.m. to 2 p.m. Bell Lab, Casa Loma. Call ext. 4661 to register.

Dec. 5 *Windows '95 Introduction*, 9 a.m. to 2 p.m. Bell Lab, Casa Loma. Call ext. 4661 to register.

Dec. 10 Board of Governors meeting, 5:30 p.m. Call ext. 4472 if you plan to attend.

Dec. 12 The following Student Affairs departments will be closed all day for a divisional retreat: Director's Office, Alumni Affairs, Athletics and Student Life, Counselling and Career Services, Deaf and Hard of Hearing Services, Financial Assistance, Special Needs and Student Success. They will reopen Dec. 15 at 8:30 a.m.

We welcome success stories about you or your colleagues. Deadline for submissions for the December issue is November 15.

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Room 542-E, 200 King St. E.

Toronto, Ontario

Fax: (416) 415-2303

Phone: (416) 415-2900 ext. 6397

c/o Yasmin Walli

e-mail: ywalli@gbrown.ca

Editor: Peggy Robinson

Writer: Doreen Pitkeathy

Design: Group Multimedia Network Corp.

Typography: Adam R. Mann



George Brown
The City College